



THE SCORING ZONE LOWER YOUR SCORES, INCREASE YOUR ENJOYMENT!!

THE MIND FACTOR WORKSHOP 2014

Presented by Karl Morris

- **ARE YOU FAMILIAR WITH THE MIND FACTOR WORKSHOP?**
 - Hosted **exclusively by Karl Morris** who lists 4 Major winners (2011 Open Champion Darren Clarke and 2011 US Masters Champion Charl Schwartzel, 2010 US Open Champion Graeme McDowell & 2010 Open Champion Louis Oosthuizen) amongst his recent clients plus former World No 1 Lee Westwood, Michael Vaughan, Manchester United and Super League Champions Huddersfield Giants, to name just a few
 - **The MIND FACTOR Workshop** provides practical mental game tools for all levels of golfers, delivered at your club over a duration of approx. 1.5 - 2 hours, typically in the evening (1900 hours)
 - This is a unique event in golf in that it is applicable to the 36 handicapper as much as it is to the scratch golfer
 - The following clubs have all run very successful **MIND FACTOR Workshops** in the recent past: Queenwood, Burhill, Trevoze, The Oxfordshire, Wentworth, The London Club, Royal Portrush, Royal County Down, Royal Lytham, Royal Hong Kong, Royal Waterloo and Royal Melbourne to name just a few
- **THE PR INCENTIVES FOR THE PRO AND CLUB**
 - Members always appreciate a Pro/Club/Coach who offers innovative opportunities and keeps their interests at heart
 - Very positive reflection on the Club as well as the Pro / Coach and an opportunity for the club to also make money from bar sales
 - **Opportunity to invite other Pros from local areas. Suggest they bring 3 or 4 paying guests and their ticket is FREE.**
 - The material used can be taken forward by the Coach and therefore they can benefit from it themselves as well as providing consistency for the members

- By holding the evening early to mid-week, increased revenue is naturally generated in the bar areas and otherwise fills what could be an empty Clubhouse
- Opportunity to invite people from other sports and business in the area who would benefit from attending such an event
- Providing your members with an evening of educational entertainment
- **THE FINANCIAL INCENTIVE TO THE PRO/CLUB/COACH**
 - Very simple and provides the Pro/Club/Coach with the opportunity to generate revenue in addition to covering the cost of the evening
 - Average attendance is approx 80 people, but sometimes can reach 100+
 - **PRICING OPTION 1 – MAKE A PROFIT – JUST 33 ATTENDEES GENERATES PROFIT!** We recommend selling tickets at £20 each (possibly include some refreshments/buffet ONLY if you are able to budget for it). Perhaps charge £25 and include a FREE 15 minute putting lesson?? Some form of EXTRA or double incentive
 - As a comparison, 1-2-1 sessions of the same nature with Karl would normally cost £350 per hour! Securing 90 people at £20 per head totalling £1800 will generate a profit for the Pro/Club/Coach (less travel/accommodation)
 - **PRICING OPTION 2 – YOUR CHOICE**
 - Your club could make the choice that this type of function is a key ingredient for the benefit of your members
 - Therefore, if your budget merits this direct expense, you may wish to simply charge £10 - £15 per head and feel this may encourage a wider audience, choosing not to make such a profit, but simply work to covering basic costs in part.
- **FEES**
 - Provided upon request. Special offers available when promoted
- **MARKETING**
 - Advance promotion of the event is paramount to selling maximum capacity
 - Printed and e-marketing materials will be supplied to you. Posters, fliers etc.
 - We are very willing to help by promoting the event in our regular newsletters and via our extensive database
 - We are also very willing to create an appropriate notice of promotion to your own database if this helps you
 - Pre-printed voucher style tickets can be provided for you to issue to each attendee
 - This also ensures their money is received well in advance and not on the night
 - A personalised workbook will be emailed to you in advance to basic photocopy and give to each guest. They will retain it for future use as

well as use it for taking notes on the night. It contains a great deal of valuable information thus adding value to their ticket price.

- Suggest promoting externally via local newspapers and radio
- The evening event is also a good opportunity for Karl Morris to repeatedly encourage members to work with their resident Pro on lessons, other planned activities, corporate days, repeat business, commence coaching with their local Certified **MIND FACTOR** Coach, etc

- **ROOM SET UP**

- In order to retain attention and reduce distractions for the attendees, it is important to host the event in a private room i.e. away from an open bar/restaurant area
- 2 x Flipchart stands and pads. Only if available, projector which connects to a laptop

- **ABOUT KARL MORRIS**

- Visit www.themindfactor.com for further details on Karl Morris and The **MIND FACTOR**
- Karl Morris is one of Europe's leading Mind Coaches, delivering cutting edge methods of peak performance and goal achievement to a range of clients across sports and business.
- A consultant to the PGA of Great Britain and Europe he has presented seminars all over the world to the Australian PGA, South African PGA German PGA, Swedish PGA, Belgian PGA and the Hong Kong Golf Association.
- Also, working with top class amateurs, he has been the golf mind coach to the National squads of the English Ladies Golf Association.
- From the world of business, his clients include amongst others Genworth, Red Bull, Volvo, Lloyds TSB, Barclays Wealth.
- Contributing Mind Coach for Golf Monthly, Golf International, National Club Golfer and Golf World, Karl has been a regular feature writer for a host of publications. He is also the author of the popular cd series "Train Your Golf Brain" and published book "Golf - The Mind Factor" with Darren Clarke.
- Karl's passion is to demystify psychology to provide a range of practical and applicable tools to all levels to assist in performance breakthrough.
- Karl is a qualified Master Trainer of NLP and is also a qualified PGA professional.

- **PAYMENT TERMS AND CONDITIONS**

If you are in agreement with the terms and conditions above, please could you send a return email to info@themindfactor.com confirming your acceptance.

- **DEPOSIT**

A deposit of £200 secures your date. Payment for the evening can be made as follows; again please confirm prior to the commencement of the evening which method of payment you will choose:

- **CHEQUE**

Made Payable to Masterstroke Limited and posted to 95 Common Lane, Culcheth, Cheshire WA3 4HF

- **INTERNET TRANSFER**

Bank details are: Royal Bank of Scotland
Branch Number: 16-11-14
Account Number: 10086316
IBAN No: GB17 RBOS 1611 1410 0863 16.
Account Name: Masterstroke Ltd
Swift Code: RBOSGB2L

In all cases, receipts will be provided.

- **PRICE GUARANTEE**

Whatever ticket price you choose, any money made above and beyond the basic fee* remains 100% with the Pro/Club/Coach in all the aforementioned options.

- **CANCELLATION POLICY**

In addition to the deposit the following cancellation fees apply:

Inside 14 days notice of cancellation - full payment
Inside one month notice of cancellation – further £200 of final balance
Inside two month's notice of cancellation – further £100 of final balance

CHECK LIST

	YES	NO
Are you comfortable with the ticket price of £/Euros XXX? You know your membership base best. Some clubs sell successfully for slightly more, some slightly less.		
HOW TO SELL YOUR EVENT		
Simply ask "Do you know your Scoring Zone?" Not everyone will answer YES, but will be curious how this is done if their swing is not to be changed!!		
The answer is simple : "then come and learn how some of the world's top players prepare themselves mentally to do just that!"		
Suggest using words such as MIND COACHING and TRAINING YOUR GOLFING BRAIN.		
People are apprehensive hearing the word "psychology".		
Emphasise that the evening offers effective proven techniques which can be used instantly, provide impact and last a lifetime.		
The evening is great fun as well as educational.		
With the ticket price, each guest will also receive a 16/17 page workbook which is great for taking notes on the night and also referring to it for future reference.		
Many people leave the evening workshop wondering why they hadn't placed as much focus on their mental training before!!		
Have you commenced promotion of your event in well in advance?		
Have you briefed your Assistants on how to promote and sell the event for you?		
Have you liaised with the Social Committee of your club to help promote and sell the event?		
Have you contacted your fellow pros in neighbouring Clubs?		
Offer them a package for every 3 guests they bring, their ticket is FREE.		
Have you contacted your regional Junior programme inviting them?		
Have you contacted your regional Ladies programme inviting them?		
Have you contacted your County Teams?		
Use the supplied cards as tickets, and ensure money is collected at the time of sale and NOT on the night. Relieve yourself of any unnecessary pressure!		
Is the seminar room in a contained and quiet location?		
Have you a flipchart available?		
Have you printed the Workbook to give to your guests?		
Have you provided pens/pencils?		

